



# **2013 Make A Difference Day Grant Competition**

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*Overview & Instructions*

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## Overview

Serve DC is the District Government agency dedicated to promoting service as an innovative, sustainable solution to address community needs. Serve DC supports communities across the District through grant funds from the Corporation for National and Community Service and the Department of Homeland Security and promotes the District's spirit of service by engaging residents in meaningful volunteer opportunities and facilitating strategic partnerships.

Serve DC engages District communities and residents through the following program areas:

**Emergency Preparedness:** Serve DC works to ensure community safety by recruiting and engaging District residents to respond and assist in the event of an emergency and providing free training opportunities to ensure residents play a leading role in making their communities safer, stronger and better prepared to address threats of terrorism, crime and disasters.

**National Service:** Serve DC is the DC Commission on National and Community Service, one of more than 50 State Service Commissions that administer federal Corporation for National and Community Service funds and coordinate national service initiatives in the District. Serve DC manages the AmeriCorps State national service program, which provides ongoing service opportunities and addresses local community needs.

**Special Initiatives:** Serve DC promotes the District's spirit of service through community outreach and engagement. Serve DC manages a portfolio of episodic service days, connects residents with meaningful volunteer opportunities, and establishes partnerships and collaboration among community- and faith-based organizations, the private sector and the local and federal government.

## 2013 Make A Difference Day Grant Competition

Serve DC – The Mayor’s Office on Volunteerism is offering grants to support District of Columbia-based, disability inclusion-focused community service projects for Make A Difference Day, October 26, 2013, and National Disability Employment Awareness Month, October 2013. Grants worth up to \$5,000 will be awarded.

### **Make A Difference Day**

Sponsored by USA Weekend Magazine and the HandsOn Network, Make A Difference Day is the nation's largest day of community service and an annual opportunity to celebrate the power of people to use their time, talent, voice and money to create change.

### **National Disability Employment Awareness Month**

As stated in President Obama’s 2011 proclamation: “During National Disability Employment Awareness Month, we recognize the skills that people with disabilities bring to our workforce, and we rededicate ourselves to improving employment opportunities in both the public and private sectors for those living with disabilities.”

### ***Eligibility***

To be eligible to apply for the 2013 Make A Difference Day grant competition, applicants must be a local nonprofit organization, public school, university, community group, faith-based organization, state or local unit of government, or public organization. **Applicants must plan to conduct the service projects within the District of Columbia.** Applicants must complete and submit all sections of the grant application by the stated deadline.

An organization described in Section 501 (c) (4), of the Internal Revenue Code, 26, U.S.C. 501 (c) (4), that engage in lobbying activities is **not** eligible to apply, serve as a host for the project, or act in any type of supervisory role in the program. **Individuals are not eligible to apply.**

### ***Amount of Grants***

Serve DC is accepting applications from eligible organizations to receive federal funds from the Corporation for National and Community Service to support local service projects around disability inclusion. The grant amount will vary by circumstance, need and project model. Awards will be made up to \$5,000 per applicant of which 25 percent will be distributed to the selected sub-applicants within 14 business days of formal grant award (per the DC government procurement process). There is no match requirement for this grant.

Multiple applicants cannot apply for the grant for the same project. Partnering organizations must submit one application if working on one project.

### ***Review Criteria***

Reviewers for the 2013 Make A Difference Day grant competition will include Serve DC staff and a Serve DC Commissioner or a Disability Inclusion Advisory Committee member. The most competitive applications will factor in all or most of the following components: potential for the project to serve as model of service; collaboration among community agencies and stakeholders; a cost-effective budget that shows strong community commitment; past work in

implementing successful service focused on disability inclusion; inclusion of persons with disabilities in the project's volunteer aspects and a closeout event with a reflection component

**Scoring System (Total 50 Points):**

- Past Events: 10 points
- General Project Description: 10 points
- Event Essentials: 10 points
- Data-Collection Techniques: 10 points
- Budget/Cost Effectiveness: 10 points

# Project Participant Requirements

## *Event Essentials*

Serve DC seeks to develop a District-wide model of service that engages persons of all backgrounds, regardless of disability, race, national origin or religion, to tackle critical community needs through service.

As such, applications are required to have the following elements for each service day:

1. **Service Project:** Project design must include specific service activities that address critical community needs. The service activities must engage persons of all backgrounds. Special attention must be made to engaging persons with disabilities in service. A minimum of 20 volunteers should be engaged.
2. **Closeout Event:** All applicants must create a closing event to celebrate and recognize the service activities' accomplishments. Applicants may distribute modest tokens of appreciation, such as certificates of completion. All recognition efforts must relate directly to the service activity. The closeout should express the importance of the project with community representatives and provide information about 2013 Make A Difference Day and the project's impact in the community. The closeout must include a reflection component that ties the direct action with community need.

## *Applicant Guidelines*

- All proposed projects must occur on October 26, 2013.
- Applicants must attend one of two information sessions: Tuesday, July 9, 2013 and Tuesday, July, 23, 2013
- Serve DC materials and messaging must be displayed at all project/event sites. Please note that anything with the Serve DC logo must have prior approval from Serve DC Communications staff.
- Grantees must acknowledge Serve DC as a 2013 Make A Difference Day funder in all related publications.
- All service projects must include the two *Event Essentials* listed above.

## *Grant Stipulations*

- The grant period begins September 9, 2013 and ends on November 12, 2013.
- Participation in the Grantee Orientation and Training Session on Monday, September 9, 2013.
- Complete a project description prior to event to ensure projects are listed on the Serve DC website.
- Complete and return the W-9 and Master Supplier Forms to Serve DC.
- Each grantee must submit a final report and financial reimbursement request by November 12, 2013. The financial request must include a record of expenditures with receipts.
- Photos and videos are strongly suggested. A Serve DC staff member may be onsite to take additional photos.
- Serve DC reserves the right to terminate a grant if an organization makes misrepresentations, misappropriates funds or does anything inconsistent with the activities funded.
- Grantees must alert Serve DC of any significant organizational or programmatic changes, particularly if those changes will prevent successful completion of the event.

# Application Instructions

Applicants are required to complete Serve DC's specific application instructions. Applications should be typed in a separate double-sided Microsoft Word document in double-spaced Times New Roman, 12-point font. Answers to questions should be complete and original questions should be retyped before the answer. Completed budget sheets for each service day should be attached to the application. **Incomplete or illegible applications will be disqualified. Seven (7) copies of the full application and budget sheets should be submitted before the deadline.**

**DEADLINE: 5:00pm; Monday, August 5, 2013**

Please include the following information on the cover page of the application:

- Organization Name
- Project Coordinator
- Email
- Phone
- Address
- Amount Requested

## Questions

### 1. Past Experience (10 points)

Has your organization conducted a service day event that highlighted the disability community in the past?

- a. If yes, please describe in 500 words or less your experience in organizing and implementing these activities. Please include the average number of volunteers engaged.
- b. If you respond no, but have led a similar event, please feel free to share that information.

### 2. General Project Description (10 points)

Please describe the type of service project planned, including activities and community need addressed by the project.

- a. Include the number of partners.
- b. Include the estimated number of total volunteers.
- c. Include description of how disability inclusion will be incorporated into the project.
- d. Include the start and end time of the project.

### 3. Data Collection Techniques(10 points)

Please describe in detail how quantitative and qualitative data will be gathered to evaluate the outcome of the proposed activities. Please provide examples of evaluation tools.

### 4. Event Essentials (10 points)

All 2013 Make A Difference Day events supported by this grant must adhere to the *Event Essentials*. Please describe in detail how your project will include the following (limit responses to two pages.):

- a. Service Project
- b. Closeout Event

Applications will be judged on the level of responsiveness on Past Events, General Project Description, Event Essentials, Data Collection Techniques, and Budget/Cost Effectiveness.

## ***Budget Requirements***

The budgets must be detail oriented, and itemized line items should list specific costs and values. The maximum amount of an applicant's request should not exceed \$5,000.

Salaries and/or stipends are not allowable expenses for the 2013 Make A Difference Day Grants. As this competition is focused on volunteer service, it is the expectation that trainers, leaders or staff will volunteer their time for the service project.

Allowable line items include: supplies, venue, marketing and outreach, and transportation (not commuting costs, but only travel between service sites or for purposes directly related to the project). Budget expenditures must fall within federal and local guidelines for CNCS Disability Inclusion programming. Applicants will receive a budget sheet template at the required technical assistance sessions.

## ***W-9 and Master Supplier Information Collection Template***

1. Complete the attached W-9 and Master Supplier Information Collection Template forms and return with the application.
2. For the W-9, under the section Taxpayer Identification Number (TIN), in the box marked Employer Identification Number, enter the corresponding number of your fiscal agent or the organization that will receive the check for your proposed 2013 Make A Difference Day Grant. Applications will be considered incomplete without the W-9 and Master Supplier Information Collection Template forms. Only one copy of this form is needed.
3. Submit organizational financial documents to include a 1040 (Schedule A, Schedule C), 990 or A-133 audit and accompanying tax forms.

## **Submission**

Please send completed application and signature page with all required copies to:

Juan Manuel Thompson  
Outreach Specialist

Serve DC – The Mayor’s Office on Volunteerism  
Frank D. Reeves Municipal Center  
2000 14th Street, NW, Suite 101, Washington, DC 20009

[Juan.Thompson@dc.gov](mailto:Juan.Thompson@dc.gov)  
(202) 727-0709

**DEADLINE: All materials must be received by 5:00pm on Monday, August 5, 2013.**

# Signature Page

## *Contract*

In the event my organization receives a 2013 Make A Difference Day Grant, I understand that all funds will be made payable to the designated organization and are strictly for the uses agreed upon with Serve DC – The Mayor’s Office on Volunteerism. I further understand that Serve DC retains the authority to make and award grants at its sole discretion. I am aware of the obligations expected of grantees and am prepared to see that my organization or I fulfill these requirements. Except where prohibited by law, I grant permission to Serve DC to use my or my organization’s name, photograph or project for related publicity.

**Applicant Organization:**

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**Applicant Name (Printed):**

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**Applicant Signature:**

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**Date:**

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**Time Stamp:**

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## Questions & Additional Information

If you have any questions regarding the Serve DC 2013 Make A Difference Day Grant Competition, please contact:

Juan Manuel Thompson  
Outreach Specialist

Serve DC – The Mayor’s Office on Volunteerism  
Frank D. Reeves Municipal Center  
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